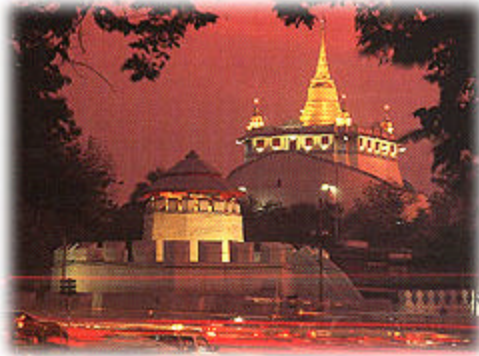


Discover Thailand 2004

April 24-28, 2004



USDA/FAS-SPONSORED TRADE MISSION TO BANGKOK AND PHUKET (Space limited to 10 companies)

- Are you a U.S. exporter of consumer-ready foods interested in selling products to the retail and/or hospitality sectors?
- Do you want to learn how to break into the booming Thai market?
- Are your products in Thailand, but you want to increase sales?

WHY GO TO THAILAND?

- Thailand is one of the most popular tourist destinations in the world. Nearly 11 million international visitors visited Thailand last year.
- There are over 2,300 hotels in Thailand, and growing tourism increases demand for imported foods.
- Thailand imported more than \$80 million in consumer-oriented agricultural products from the United States in 2002, a 22% increase over 2001.
- Thais enjoy U.S. products and try new items often.
- About 15 million Thais are middle to upper income and can afford to purchase imported products frequently.

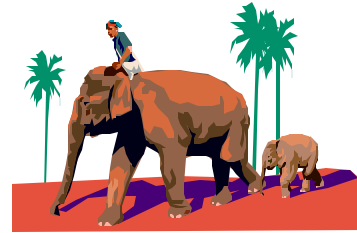
BEST PRODUCT PROSPECTS:

- | | | |
|---------------------------|-----------------------------|-----------------------------------|
| ● Fresh fruits | ● Products for food service | ● Food preparations |
| ● Snack foods and nuts | ● Dairy products | ● Ready-to-eat desserts |
| ● Wine, beer, and spirits | ● Seafood | ● Other products for food service |
| ● Fruit juices | | |

Call (202) 720-2075 for more information.

ABOUT THAILAND

Thailand is about the size of Wyoming and has a population of 64 million. Thailand is in the heart of Southeast Asia and is considered the gateway to Indochina. The country is Southeast Asia's second largest economy with economic growth of 5.3 percent in 2002. It is the 16th largest export market for U.S. agricultural products. It is also one of the world's most beautiful tourist destinations. Continuing high growth in the number of hotels, resorts, and other tourist accommodations will lead to large increases in the amount of imported food items.



In 2002, Thailand's imports of food products from all sources were valued at about U.S. \$3.5 billion with fishery products, dairy products, fresh and processed fruits and vegetables, flour and starch, oil seeds, dried beans, sugar confectionery, and snack foods leading the way.

WHY GO ON AN FAS TRADE MISSION? IN JUST FIVE DAYS, YOU WILL:

- Go on guided tours of supermarkets and retail outlets.
- Meet informally with major buyers at a reception hosted by FAS Bangkok.
- Exhibit your products at a product display to qualified trading partners.
- Have at least 10 prearranged meetings with top importers, supermarket buyers, chefs, and food and beverage managers who are interested in your product line.
- Learn about the Thai market and how to do business in Thailand.

Application Deadline: February 15, 2004 (application form by request)

Cost: ~~\$550.00~~ **\$450.00** if you sign up by January 15!

(Fee includes all mission activities. The fee does not cover airfare, hotel, meals, or incidental expenses.)

Eligible expenses are reimbursable through the MAP branded program, administered by commodity organizations and state regional trade groups.

Contact Information

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Trade Mission to Thailand

(Subject to Change)

Bangkok

Saturday, April 24 First Day of Mission	Arrive in Bangkok by 4 p.m. Brief orientation meeting at hotel
Sunday, April 25 10 a.m. to 4 p.m.	Supermarket and city tour
Monday, April 26 8:30 a.m. – 10 a.m. 10:30 a.m. – 11:30 a.m. 11:30 a.m. – 3 p.m. 3 p.m. – 6 p.m.	Country briefing by FAS Product display set-up Luncheon and table top exhibition Impromptu meetings
Tuesday, April 27 10 a.m. - 5 p.m.	Scheduled one-on-one meetings

Phuket



Wednesday, April 28 8 a.m. – 9:30 a.m. 11 a.m. – 12 noon 1 p.m. – 6 p.m.	Travel to Phuket Table top set-up Product display and scheduled one-on-one meetings
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